



While it might seem obvious from his extensive experience and the multi-generational family legacy of Advance Beverage Company, Mike Lazzerini didn't always know if he wanted to join the family business. During and immediately after college, he considered heading down a different career path and was encouraged by his family to follow his interests. As time passed, Mike realized his dual passion for business and beer, so working in the family business happened to be the right fit. As President today, working alongside his father and CEO Bill Lazzerini, Mike enjoys his opportunity to see his father on a near-daily basis and a strong working relationship that is guiding Advance Beverage into the next generation.

Meet Mike Lazzerini

President of Advance Beverage Company



At Advance Beverage Company in Bakersfield, CA, Mike Lazzerini is carrying on a family tradition of leadership, leading this multi-generational company into the next chapter

Mike began at Advance Beverage Company in 2004, two years after graduating college. He initially worked with the company as an information analyst and worked in the IT department. His father encouraged him to work in every department so that he could learn each facet of the business. Bill's mindset was, if you have never done any aspect of somebody's job, how could you intelligently tell them how to do it? To learn the full scale of the distribution business, Mike transferred into operations as a warehouse shift supervisor, then took a leadership position on the burgeoning non-alcoholic team. Having worked his way up and across various departments, Mike was armed with knowledge about the business and was named Vice President in 2012 and transitioned to succeed his father as President in 2015.

As President, Mike has worked to further instill his family's values that have been carried from one generation to the next. Mike and his father understand that employees grow to depend on the strong relationships they develop at work, just as Advance Beverage has grown to depend on their employees, day in and day out. Mike says, just as with our personal families, there will be ups and downs but it is important to be supportive whenever possible. Mike has found that the strongest employees take pride in what they do even when nobody is looking. He believes that while it holds true that most people can do their job well under a microscope, but that the best employees do excellent work when they are empowered to manage their time and take on new responsibilities.

A leader in the local Bakersfield Community, the Lazzerini family has always embraced this role by supporting numerous community events across their territory to the tune of more than 300 community events – all in a single calendar year. Advance has worked to support the Ronald McDonald House,

Cancer healthcare centers, the Cal State Bakersfield Foundation, along with many other community organizations. The community events held in the Kern County city are very well attended and thanks to partners, like Advance Beverage, they have the support needed to bring the community together. Each year Advance Beverage Company also hosts



its own community event, the "Senior" Challenge Cup golf tournament that brings together community members for charity while honoring Mike's Grandfather, William K. Lazzerini Sr.

A pillar in the community, Advance Beverage Company recently received recognition by long-time supply partner Anheuser Busch (AB) brewery in St. Louis for 50 years of partnership. The ceremony that honored the partnership was attended by Advance Beverage Company leadership and AB senior management – a rightful celebration and culmination of generations of work. The honor not only recognizes Mike's hard work today as President, but the multi-generational legacy that has

made Advance Beverage Company a staple in the Bakersfield community and beer distribution business.

While Mike has thoroughly enjoyed his career at Advance Beverage Company so far and would be honored for either of his children to follow in his footsteps, he wants them to follow their passions first. What Mike appreciates most about his current role is that he has the opportunity to be mentored by and talk to his father nearly every day, which he tries to never, ever take for granted. And while Advance Beverage Company, like any company, has its fair share of highs and lows, Mike always reminds himself and his colleagues: *"Remember, we could always be selling toilet paper. We get to sell beer!"*

